

Hawaii Tourism Japan (HTJ) Opens For Business

The Hawaii Tourism Japan (HTJ) office officially started its operations on January 5, 2004. The new office is headquartered in Tokyo and is operated by six staff members, headed by executive director Takashi Ichikura. HTJ was established after Dentsu, Inc. was awarded the contract to market Hawaii in Japan as of January 2004.

HTJ also opened a local liaison office in Hawaii this month. The Hawaii liaison office will work closely with the Tokyo office to coordinate familiarization and press tours from Japan and to

disseminate new information about Hawaii to the Japanese market.

This month HTJ launched its 2004 Hawaii marketing campaign titled,

想像以上の島々へ。

6 islands, 6 surprises.

HAWAII

"6 Islands, 6 Surprises."

The concept emphasizes the individual characteristics of the six major Hawaiian islands and will include arts and culture to showcase Hawaii's diversity, while also revealing attractive attributes yet to be discovered by Japanese travelers.

For more information, visit www.gohawaii.jp.

Hawaii Tourism Asia Offices Open in Korea and China

Hawaii Tourism Asia officially opened its China and Korea offices this month on January 12 and January 9 respectively. The Hawaii Tourism Asia offices are operated by the Marketing Garden, which was awarded the contract to market Hawaii in Asian countries other than Japan, primarily in China, Korea and Taiwan.

The major goal for Hawaii Tourism Asia will be to further familiarize these markets with the Hawaii leisure product and to increase the number, quality and selection of Hawaii travel packages.

For more information on Hawaii Tourism Asia, visit www.hawaii.gov/tourism.



HTA Korea Office (left to right): J.P. Sho, Emily Kim, U.S. Chung, W.S. Chung, Michael Merner, Sonja Hong, Irene Lee and Y.T. Park



HTA China Office (left to right): Christine Li, Michael Merner, James Mayfield, Tina Yao, Wang Xiangcai, and Jane Dong

CALENDAR OF EVENTS

Following are upcoming events supported by HTA through its Product Development or Sporting Events Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawaii brand through national and international media exposure, and attract visitors to Hawaii as participants and spectators:

February 7

Waimea Cherry Blossom Heritage Festival

Free community cultural event showcasing ethnic presentations, a parade, food booths and more. 808-961-8706

February 8

NFL Pro Bowl

See the NFL's most talented players come out and play at Aloha Stadium. 877-750-4400 or www.ticketmaster.com

February 20-21

Waimea Town Celebration

Includes Captain Cook Caper 10k race, canoe races, a rodeo, softball tournament, free entertainment, food, games and more! 808-335-2824

February 27

Maui Classical Musical Festival 2004: Celebrating Antonin Dvorak

Features some of the genre's finest musicians. 808-242-SHOW

For the latest HTA marketing news, visit us online at:
www.hawaii.gov/tourism

Hawaii Tourism Europe (HTE) Introduces Hawaii Team

Hawaii Tourism Europe (HTE), represented by The Mangum Group, will introduce its Hawaii team to tour operators and media in various cities in Germany this month.

The Mangum Group, a marketing and PR agency based in Munich, Germany, was awarded the contract to market Hawaii in Europe effective this month. The Mangum Group will represent Hawaii in the German-speaking, Italian and French markets. Hills Balfour, a trading partner of The Mangum Group based in London, will represent Hawaii in Great Britain.

For more information on Hawaii Tourism Europe, visit www.german.gohawaii.com.



Hawaii Tourism Europe Team (left to right):
Silvia Bisle,
Thomas Drechsler,
Gabriele Klink and
Meike Peplow.



Hawaii Tourism Europe's UK Team (left to right):
Suzanne Seyghal,
Vicky Moore,
Amanda Hills and
Jonathan Sloan.

Hawaii Tourism Oceania (HTO) Stirs Up Excitement in its First Month

Hawaii Tourism Oceania (HTO), headed by the Walshe Group, kicked off its 2004 marketing efforts in New Zealand and Australia.

Highlights include participation in several trade shows to promote Hawaii as a destination, as well as gearing up to support the new direct service on Hawaiian Airlines between Hawaii and Australia to

commence in May.

HTO-New Zealand consists of Darragh Walsh, country manager, and Jill Gardner, account executive.

HTO-Australia consists of Helen Williams, country manager, and Gemma O'Brien, account executive.

The new HTO office is scheduled to open next month.



HTO-New Zealand Team (left to right):
Jill Gardner and
Darragh Walshe

HCC to Host Professional Convention Management Association Delegates in 2005

The Professional Convention Management Association (PCMA) will hold its 49th annual meeting at the Hawaii Convention Center (HCC), January 9-12, 2005.

Headquartered in Chicago, PCMA is the professional resource and premier educator for the meetings and convention industry.

Founded in 1957, PCMA represents the interests of meeting management executives from associations, non-profit organizations, corporations, independent meeting planning companies, and multi-management firms who recognize

the importance of meetings to their organization.

Earlier this month, a Hawaii delegation including the Hawaii Tourism Authority, SMG, Hawaii Visitors & Convention Bureau and its island chapters, and industry representatives, attended PCMA's 48th annual meeting in Indianapolis.

About 1,500 PCMA members attended a pre-Hawaii convention promotional luncheon event where SMG offered incentives for PCMA delegates who book an event at the Hawaii Convention Center in the years 2005 to 2008.

PCMA is the last of the world's four largest meeting industry associations to hold a meeting at the Hawaii Convention Center. The Center hosted American Society of Association Executives in 2003, Meeting Professionals International in 2002 and International Association for Exposition Management in 2001. Collectively, these organizations have over 47,000 members worldwide.

For more information on PCMA or the Hawaii Convention Center, please contact Randy Tanaka at 808-943-3559.

Hawaii Kids Meet Their NFL Sports Heroes

Hawaii's youth not only get to learn from the best, they get to play with the best too. Thanks to a partnership with HTA and the National Football League (NFL), kids ages 11 through 18 have the opportunity to train and put their skills to the test with some of NFL's star players. This is the second year that these youth clinics are being held in Hawaii. The clinics will run prior to the NFL Pro Bowl from January 31-February 7.

For the first time, cheerleading lessons also will be offered as part of the training clinics. Kids will have the chance to train with two NFL cheerleaders who will teach them cheerleading basics and maybe one or two cheers from their home teams.

These sessions are expected to reach more than 3,000 Hawaii

youth throughout the state by the Pro Bowl game day on Sunday, February 8.

While these clinics have already been filled, the public is welcome to attend as spectators.

The clinics are scheduled as follows:

Saturday, January 31, 2004

11 a.m. - 1:15 p.m.

Vidinha Stadium, Lihue, Kauai

Tuesday, February 3, 2004

3 - 5:30 p.m.

Keaau High School Stadium,
Hilo, Hawaii

Wednesday, February 4, 2004

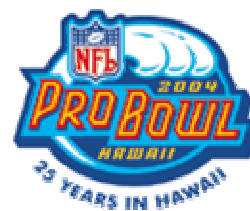
3 - 5:30 p.m.

Kealahou Stadium,
Kona, Hawaii

**Thursday,
February 5,
2004**

3 - 5:30 p.m.

Keopulani
Park,
Wailuku, Maui



Saturday, February 7, 2004

Session One (Middle School)

7:45 - 10:45 a.m.

Waipio Soccer Stadium

Session Two (High School)

11 a.m. - 12:30 p.m.

Waipio Soccer Stadium

For more information, please
call HTA's Marketing Office at
808-973-2268.

HTA Supports PGA Aloha Season Hawaii

HTA kicked off the year with its first major sporting event, the Professional Golfers' Association (PGA) Aloha Season Hawaii. This year, United Vacations and the Hawaii Visitors and Convention Bureau (HVCB) are promoting select PGA events, including the Mercedes Championship, Sony Open and MasterCard



Championship. United Vacations and HVCB's partnership aims to build awareness and to promote and sell tour packages, which include admission to the premiere tournaments as well as other select assets relating to these events.

The primary efforts focused on electronic marketing to top retail travel agency accounts and via the Internet on the United Vacations Web site prior to each of the tournaments.

For more information, please contact Frank Haas at 808-973-2271.



The 2004 Hawaii Arts Season kicks off on the island of Oahu with The Merry Widow by Frank Z. Lehar at the Hawaii Opera Theatre (HOT!). The Merry Widow blends grand orchestral themes with middle European folk tunes to evoke the glittering life of high society during waning years of the Austro-Hungarian Empire. Four performances will be held culminating the 2003-2004 HOT! season. For more information on Hawaii Arts Season, call Tim Bostock at 808-521-9699 or visit www.gohawaii.com/arts.